THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI CHENNAMANENI VIDYASAGAR RAO): (a) and (b) Yes, Sir.

(c) As per the information available up to October, 2003, the overall growth in six infrastructure industries month-wise since September, 2002 was as indicated in the parenthesis: September, 2002 (2.2 percent), October, 2002 (6.7 per cent), November, 2002 (3.3 per cent), December, 2002 (4.2 per cent), January, 2003 (4.1 percent), February, 2003 (3.9 per cent), March, 2003 (3.1 per cent), April, 2003 (3.9 per cent), May, 2003 (4.0 per cent), June, 2003 (4.7 per cent), July, 2003 (2.6 per cent), August, 2003 (3.8 per cent), September, 2003 (5.9 per cent) and October, 2003 (3.0 per cent).

(d) and (e) Department of Industrial Policy and Promotion compiles performance of six infrastructure industries, which include crude petroleum, petroleum refinery products, coal, electricity, cement and finished steel and account for a weight of 26.7 per cent in the Index of Industrial Production (IIP). On a cumulative basis the overall growth in the six infrastructure industries during April-October, 2003 was 3.9 per cent.

The growth rate in July, 2003 is lower partly owing to the statistical effect of a very high growth rate in the base period, *i.e.* 10.2 per cent growth in July, 2002. There has been growth in overall production of six infrastructure industries though at a slower rate. The production during the first half of the current year has exceeded targets, except in power and steel, which also were close to the target being 96.1 per cent and 97 per cent of target respectively.

Objectionable advertisements on T.V.

*188. SHRI RAMA MUNI REDDY SIRIGIREDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the steps his Ministry and the Advertising Standards Council of India (ASCI) are taking under the Cable TV Regulation Act and the code prescribed by the ASCI in order to check the menace of objectionable advertisements on TV channels;

(b) whether it is a fact that recently a meeting was held between the ASCI and his Ministry to deal with this issue; and

(c) if so, the outcome thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (c) Advertisements, when transmitted/retransmitted, through the cable network, are required to adhere to the provisions of the Advertising Code, prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. The Central Government has constituted an Inter-ministerial Committee under section 20 of the Cable Television Networks (Regulation) Act, 1995, to look into the violations of the Advertising Code. The Chairman, Advertising Standards Council of India (ASCI) is also a member of this Committee. Cognizance of any violation of Advertising Code is taken *suo-moto* or on receipt of a specific complaint by the Committee. Show cause notices are issued in the first instance to TV channels telecasting objectionable advertisements in violation of the provisions of the Advertising Code, and after examination of each case, the concerned TV channels are directed not to telecast or retelecast advertisements which are found to be in violation of the Code. This is a continuous process. On the advice of the Ministry, Indian Broadcasting Foundation (IBF) is coordinating with all its members to maintain self-regulation in broadcast of advertisements.

The ASCI, a voluntary self-regulatory council, has a notified a code for self regulation in advertising, which is to be observed by all who commission create place or publish any advertisement or assist in the creation or publication of any advertisement. The Code applies to all advertisements read, heard or viewed in India. The ASCI has constituted a Consumer Complaints Council (CCC) to deal with complaints received from consumers and industry against advertisements. During the year 2002-03, the Council considered 136 complaints and upheld 78 complaints.

The last meeting of the Inter-ministerial Committee was held in June, 2003 and on its recommendations, orders were issued to concerned TV channels to stop telecast of advertisements of various kinds pertaining to non-liquor products of liquor manufacturing companies and obscene/ vulgar advertisements of other products.